



**Great Falls Montana Tourism Boards of Directors Meeting Minutes
Great Falls Convention and Visitors Bureau Board of Directors & Great Falls
Tourism Business Improvement District Board of Directors**

Thursday, December 21, 2017 | 9:00 AM – 11:00 AM | Great Falls Area Chamber of
Commerce Lower Level Video Conference Center, 100 1st Avenue N, Great Falls, Montana

CVB Signature: _____ Date: _____

TBID Signature: _____ Date: _____

CVB Board: Brett Doney, Wayne Thares, Peggy O’Hare Becker, Scott Lettre, Patty Reardon, Jackie Slovack

TBID Board: Scott Shull, David Buckingham, Malissa Hollan, Robert Dompier

Staff: Rebecca Engum, Vanessa Hayden, Jake Bash

Guests: Gayle Fisher, Shane Etwiler, Duane Walker

9:05 | 1. Welcome, Introductions, Call to Order and Approve Minutes – Brett Doney, Scott Shull

Convention and Visitors Bureau Board of Directors

a) approve/reject 11-16-2017 Minutes

ACTION TAKEN

Motion made to approve 11-16-2017 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

11:05 | Tourism Business Improvement District Board of Directors

a) approve/reject 11-16-2017 Minutes

b) approve/reject 11-17-2017 Minutes

Motion made to approve 11-16-2017 and 11-17-2017 Minutes. Seconded. No discussion. All in favor. None opposed. The motion passed.

9:10 | 2. DESTINÉ *Intended* Great Falls Montana! - Rebecca Engum
Affiliation Agreement | Risks

Rebecca Engum provided report

9:38 | 3. Dans le Savoir *In the Know* – Rebecca Engum
National Parks Fee Increase

Rebecca Engum provided report

Mission

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

9:48 | 4. Convention and Visitors Bureau Financial Review – Scott Lettre

Scott Lettre provided report

9:50 | 5. Tourism Business Improvement District Financial Review – Rebecca Engum

Rebecca Engum provided report.

9:55 | 6. Executive Director Report – Rebecca Engum

Rebecca Engum provided report.

10:20 | 7. Performance Dashboard Review – Rebecca Engum

Rebecca Engum provided report.

10:27 | 8. Montana ExpoPark – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary

No action taken

10:30 | 9. Tourism Business Improvement District Renewal – Rebecca Engum

Tourism Business Improvement District Board of Directors take action as deemed necessary

No action taken

10:30 | 10. Public Comment – Brett Doney, Scott Shull

Opportunity for public comment

No public comment

10:37 | 11. Executive Director Review – Brett Doney, Scott Shull

The Convention and Visitors Bureau Board of Directors and Tourism Business Improvement District Board of Directors will go into Executive Session. Discuss the annual performance review of Executive Director. After Executive Session, Convention and Visitors Bureau Board of Directors and Tourism Business Improvement District Board of Directors will take action as deemed necessary

CVB ACTION TAKEN

Motion made to close meeting to for Executive Session. Seconded. No discussion. All in favor. None opposed. The motion passed.

TBID ACTION TAKEN

Motion made to close meeting for Executive Session. Seconded. No discussion. All in favor. None opposed. The motion passed.

Mission

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

TBID ACTION TAKEN

Motion made to increase Executive Director base salary by \$3,000 effective 1-1-2018 with a \$4,000 bonus. Seconded. No discussion. All in favor. None opposed. The motion passed.

11:00 | 12. Adjourn – Brett Doney

11:05 | 13. Tourism Project Funding Request | Montana PRCA Circuit Finals Rodeo – Duane Walker

Tourism Business Improvement District Board of Directors approve/deny \$50,000 request for marketing Montana PRCA Circuit Finals Rodeo, to be allocated as \$10,000 for 2017 Finals, occurring January 2018; \$10,000 for 2018 Finals, occurring January 2019; \$10,000 for 2019 Finals, occurring January 2020; \$10,000 for 2020 Finals, occurring January 2021; \$10,000 for 2021 Finals, occurring January 2022

ACTION TAKEN

Motion made to approve \$30,000 request for marketing Montana PRCA Circuit Finals Rodeo, to be allocated as \$10,000 for 2017 Finals, occurring January 2018; \$10,000 for 2018 Finals, occurring January 2019; \$10,000 for 2019 Finals utilizing a 50/50 payment structure with the second half provided upon submission of impact and financial data each year upon conclusion of the event.

11:35 | 14. Adjourn – Scott Shull

Mission

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.